

The terms of reference of the Committee are:

- (i) To suggest a policy framework, both at the Centre and in the States, conducive for nurturing the entertainment sector;
- (ii) To recommend changes in the legislative and regulatory framework due to the changing/evolving canvas of the entertainment sector;
- (iii) To identify the additional infrastructure needs in terms of *inter-alia*, education, training, software production facilities, exhibition etc.
- (iv) To suggest measures for boosting exports;
- (v) To identify ways for providing finance for cinema;
- (vi) To review the taxation regime and recommend changes which could be made conducive to greater revenue generation, and at the same time, also encouraging the entertainment sector;
- (vii) Any other issue related or incidental for achieving the potential of the entertainment sector.

Undesirable Advertisements on TV Channels

4029. DR. C. NARAYANA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any scrutinizing machinery of Government to decide the undesirable elements in commercial advertisements on TV screens including private channels;

(b) if so, the details thereof; and

(c) if not, whether Government consider it necessary to have such an agency to keep up sound advertisement traditions, particularly in the light of recent withdrawal of an offending advertisement of toothpaste?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) In so far as Doordarshan is concerned, it previews storyboards of all proposed advertisements to ensure that they are in accordance with Doordarshan's Code for 'Commercial Advertising', which *inter-alia*,

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prohibits advertisement glorifying violence or obscenity or projecting a derogatory image of woman. If it is noticed that unapproved advertisements are aired on Doordarshan's channel, penalty as per norms is imposed on the concerned advertising agency in addition to stopping of ads. Satellite channels, which have been permitted to uplink from India are also required to adhere to the same code. Satellite channels uplinked from abroad, when transmitted through cable networks, are required to adhere to the advertisement code prescribed under the Cable Television Networks (Regulation) Act, 1995. In case of violations, action is to be taken by the authorized officers i.e. DMs/SDMs/Commissioner of Police and such other officers as may be notified by the State/Central Government.

Recommendations made by Expert Group of Cinema

4030. SHRI KRISHNA KUMAR BIRLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether an expert group on cinema has urged Government to draw the future road map for the film industry and ways to keep the film industry out of the shadows of the mafia and other malaise;

(b) if so, the details of the recommendations made by the expert group to Government; and

(c) the reactions of Government on such recommendations?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The Federation of Indian Chambers of Commerce and Industry (FICCI) has recently brought out a report on the "Indian Entertainment Industry—Envisioning for Tomorrow". This report analyses each segment of the entertainment industry and also attempts to chart the course for the Industry to achieve global standards. The Government has taken note of the recommendations made in the report.